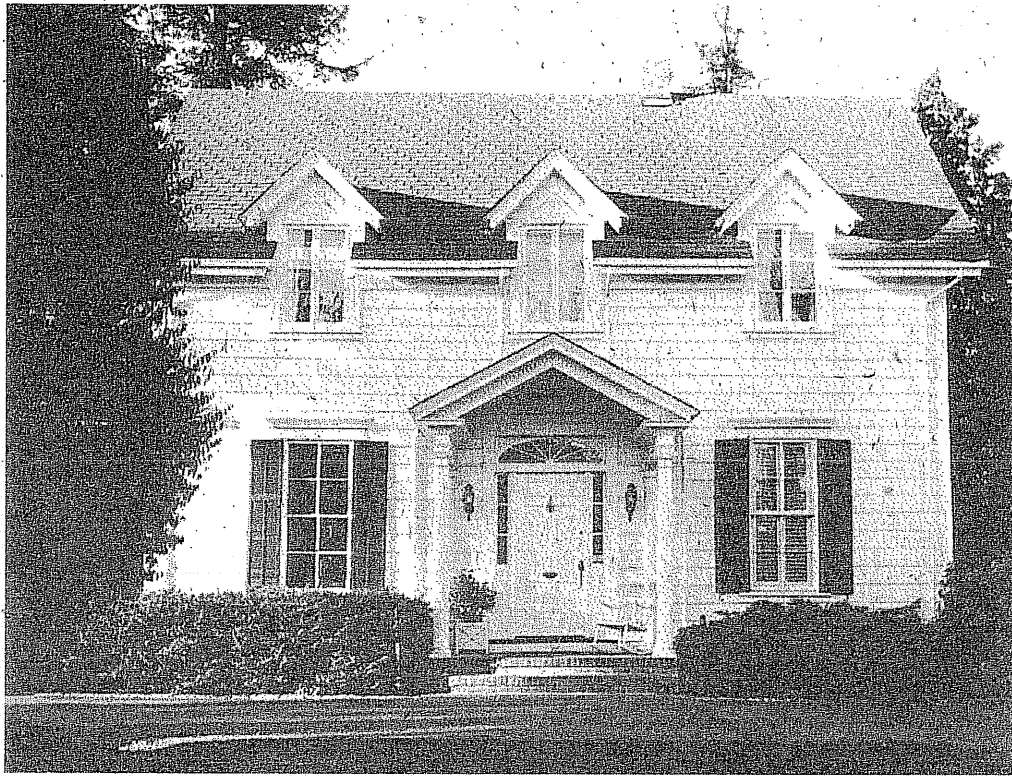


HERITAGE PRESERVATION

SUB-ELEMENT



The Sub-Element complies with California Government
Code Section 65303 and was adopted by the
Sunnyvale City Council
By Resolution Number 233-95

Sunnyvale Community Development Department
Sunnyvale, California



December 19, 1995

City of Sunnyvale General Plan

CREDITS

CITY COUNCIL

Robin Parker, Mayor
Landon Curt Noll, Vice Mayor
Stan Kawczynski, Jim Roberts
Manuel Valerio, Pat Vorreiter
Jack Walker

HERITAGE PRESERVATION COMMISSION

Jerry Thalls, Chair
Paul Reed, Vice Chair
Eileen Broadwater, Bartley Clark
Peter Lucas, Lillian Pang
Lillian Timm

HERITAGE PRESERVATION SUB-ELEMENT COMMITTEE

Members of the Heritage Preservation Commission
Mignon Trice

PLANNING COMMISSION

Brian Cilker, Chair
Nancy Walker, Vice Chair
Gerald Glaser, Mark O'Connor
Vicki Piazza, Dolowries Wulfhorst
Joan Zamaroni

COMMUNITY DEVELOPMENT STAFF CONTRIBUTING TO THE SUB-ELEMENT

William F. Powers, Director
Trudi Ryan, Planning Officer
Gail Price, Principal Planner,
Shétal Divatia, Assistant Planner
Theresa Blake, Principal Office Assistant
Diana Perkins, Staff Office Assistant
Jill Ekas & Bingrong Shan, Interns

OTHER CITY STAFF CONTRIBUTING TO THE SUB-ELEMENT

Thomas F. Lewcock, City Manager
Valerie J. Armento, City Attorney

SUB-ELEMENT PREPARED BY

Jo Ann Rouse, Associate Planner

DESIGN

Harris Creative Group

Photos Courtesy of: California History Center, The Camera Mart, City of Sunnyvale, Sunnyvale Historical Society & Museum Association.
Cover Illustration of Hendy Iron Works by Richard Harris

TABLE OF CONTENTS

Executive Summary	1
Introduction	5
Purpose	6
Relationship of the Heritage Sub-Element to Other General Plan Elements and Sub-Elements	7
Community Conditions	8
History of Sunnyvale	8
Sunnyvale in 1995	13
Sunnyvale's Heritage Resources	14
Provisions of the Heritage Preservation Ordinance	14
The Heritage Resource Base	17
Condition of the City's Heritage Resources	19
Murphy Avenue	24
Undesignated Resources	27
The Regulatory Environment	28
Demographic and Social Trends	31
The Strategic Plan	33
Community Condition Indicators	35
Goals, Policies and Action Statements	37

Appendix A	Status of 1980 Heritage Preservation Sub-Element Goals, Policies and Action Statements
------------	--

Appendix B	Inter-relationships with Other Elements and Sub-Elements
------------	---

Appendix C	City, State and Federal Regulations, Procedures and Funding Sources
------------	---

Appendix D	City of Sunnyvale Heritage Landmarks and Cultural Resources Inventory
------------	---

Sunnyvale has a rich and diverse heritage that is composed not only of buildings, trees and artifacts of historical significance, but also of the cultural traditions and community memories that these physical resources represent. It is not the objects, but the associations that these objects bring to mind, that make them important contributors to the experience of place and the sense of community. Acknowledging and maintaining these physical reminders of who we are and where we have come from is especially important in times of change -- and, for Sunnyvale, change has always been part of the community experience.

In 1980, the City of Sunnyvale recognized the need to preserve those objects that represent the community's physical and cultural development and adopted the first Heritage Preservation Sub-Element as part of the Sunnyvale General Plan. The 1980 sub-element was clearly taken seriously, as most of the recommended policies and actions found in that document have either been completed or are part of an ongoing process. However, the City's tradition of ongoing change has continued over the last fifteen years. New problems and opportunities will require new approaches in conducting the City's heritage preservation program.



Mr. Murphy's home "Bayview" Ranch

EXECUTIVE SUMMARY

Major Facts and Findings

1. By 1995, the City's heritage resources consisted of seven landmark structures, one pair of landmark trees and one commercial landmark district, five cultural resources streetscapes, (blockfaces containing several buildings of architectural or historical interest and which form a harmonious and pleasing pattern) one heritage housing district, 64 cultural resource structures and 16 cultural resource trees or tree groups.
2. Although this inventory represents a significant achievement, there have also been losses. During the last fifteen years a total of 15 individual cultural resources buildings and two trees have been removed, most to make way for new residential development.
3. Sunnyvale's population is expected to continue to grow. It is estimated that the population will reach 139,700 by the year 2010. With this kind of projected growth, and given the lack of vacant land available for development, it should be anticipated that the pressures to redevelop older neighborhoods will intensify.
4. Since most of the homes with a cultural resource designation are located in these older neighborhoods, these properties may be particularly at risk.
5. In addition to individual cultural resources properties that may be at risk, several of the City's cultural resource streetscapes have been significantly altered by new development. This pattern could continue unless policies are developed and implemented that give more value to maintaining the City's existing heritage resources.
6. Past achievements have included the enactment of the Heritage Preservation Ordinance and the establishment of the Heritage Preservation Commission to implement the provisions of the ordinance. With these regulations and procedures in place and with the designation of the Cultural Resources Inventory as the City's formally recognized catalogue of heritage resources, the most significant regulatory actions have already taken place.
7. It is now time to focus on educating the community about its heritage and inviting greater public participation in heritage preservation programs and projects.

Summary of Goals and Policies

GOAL 6.3A. TO PROMOTE KNOWLEDGE OF, AND APPRECIATION FOR, SUNNYVALE'S HERITAGE AND TO ENCOURAGE BROAD COMMUNITY PARTICIPATION IN HERITAGE PROGRAMS AND PROJECTS

Policy	6.3A.1	Provide information on Sunnyvale's heritage to schools, civic groups, neighborhood organizations, business organizations and other established organizations.
--------	--------	---

Policy	6.3A.2	Develop and expand cooperative working relationships with schools, civic groups, neighborhood organizations, business organizations and other established organizations to share in the promotion of heritage programs and projects.
--------	--------	--

Policy	6.3A.3	Promote the understanding that heritage preservation enhances property values and provides financial and economic benefits to property owners, neighbors and the City.
--------	--------	--

Policy	6.3A.4	Consider development of a comprehensive outreach program to encourage involvement of a broad spectrum of the community in heritage preservation issues and projects.
--------	--------	--

Policy	6.3A.5	Provide helpful and efficient customer service to persons interested in heritage resources.
--------	--------	---

Policy	6.3A.6	Keep all informational materials, whether written, visual or graphic, as current as possible.
--------	--------	---

Policy	6.3A.7	Ensure that appropriate and effective public notification and access are provided for all heritage preservation commission activities and all heritage preservation programs and projects.
--------	--------	--

GOAL 6.3B. TO ENHANCE, PRESERVE AND PROTECT SUNNYVALE'S HERITAGE, INCLUDING NATURAL FEATURES, THE BUILT ENVIRONMENT AND SIGNIFICANT ARTIFACTS

Policy	6.3B.1	Preserve existing landmarks and cultural resources and their environmental settings.
--------	--------	--

Policy	6.3B.2	Provide owners of heritage resource properties with information on the various tax and other financial benefits that
--------	--------	--

may be available to them, and, when needed, assist them with applying for these benefits.

- | | | |
|--------|---------|---|
| Policy | 6.3B.3 | Enhance the visual character of the City by preserving diverse as well as harmonious architectural styles and design preferences which reflect various phases of the City's history and the cultural traditions of past and present residents. |
| Policy | 6.3B.4 | Identify and work to resolve conflicts between the preservation of heritage resources and alternative land uses. |
| Policy | 6.3B.5 | Seek out, catalog and evaluate heritage resources which may be significant. |
| Policy | 6.3B.6 | Whenever a local landmark may have qualities that might make it eligible for a State or National Landmark status, encourage the owner of the landmark to apply for that status and actively assist with the application process. |
| Policy | 6.3B.7 | Encourage a commercially strategic mix of uses on Murphy Avenue. |
| Policy | 6.3B.8 | Maintain current information on all State and Federal programs, projects, policies and funding sources which could affect or enhance Sunnyvale's heritage programs. |
| Policy | 6.3B.9 | Maintain the heritage preservation ordinance and its regulations and procedures as part of the Sunnyvale Municipal Code, making minor modifications as necessary but keeping its principle functions intact, including the maintenance of the Heritage Preservation Commission's roles and functions. |
| Policy | 6.3B.10 | Archeological resources should be preserved whenever possible. |
| Policy | 6.3B.11 | Provide a qualified Heritage Preservation Commission whose members have the skills and expertise needed to perform their roles properly. |

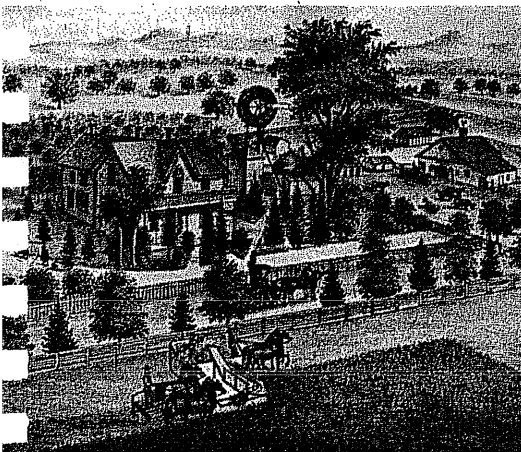
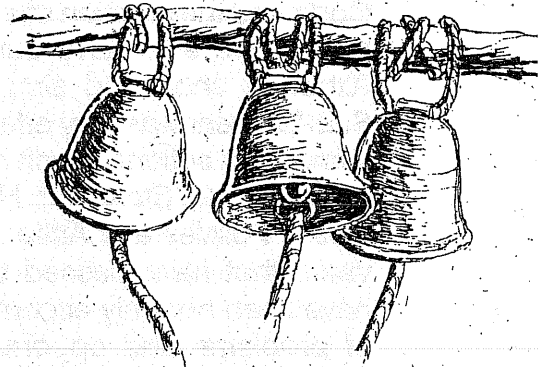
INTRODUCTION



Someone once asked, "Why do you use the term 'heritage' instead of 'history'?", referring to the fact that the City of Sunnyvale has a Heritage Preservation Sub-Element, a Heritage Preservation Ordinance and a Heritage Preservation Commission. The term "historical" has often been used for these functions and, in fact, the terms are often used as though they are interchangeable. But the term heritage encompasses a broader concept than the term historical. A community's heritage includes not only its record of historical events and the inventory of its historical buildings, sites and artifacts, but also the cultural legacy of that history. Heritage is a term that includes the present experience and acknowledges how the present is related to the past. It includes ongoing customs and traditions that have been continued from the past, and, in still being practiced, give members of the community a sense of connectedness, of roots. This experience is very important to promoting a present-day experience of place.

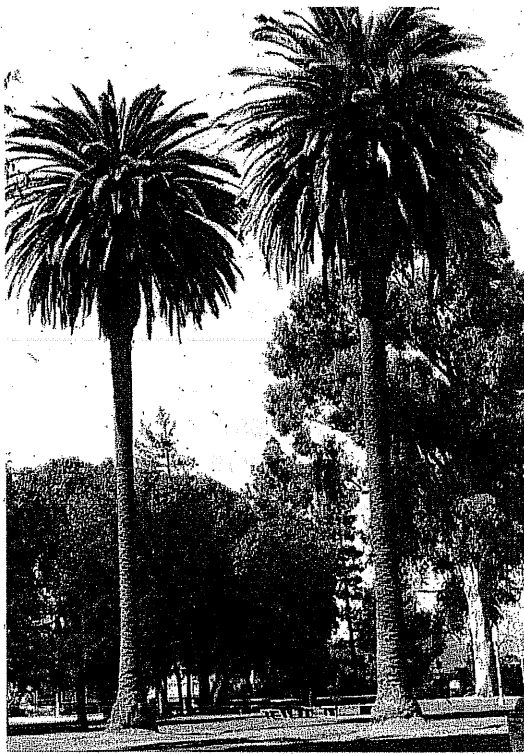
The heritage concept also includes the incorporation of customs and traditions from the diverse cultural groups that come to settle in the community. Sunnyvale's heritage is enriched, not only by the history and traditions brought to us by the various groups of people that have settled here in the past, but also by the ongoing contribution that occurs when new groups add their customs and traditions to the increasingly rich and complex pattern that forms our heritage.

This concept of the meaning of "heritage" has guided the revision of the Heritage Preservation Sub-Element.



The Heritage Preservation Sub-Element directs the community's policies and activities related to promotion and preservation of the community's heritage. It is one of 24 elements and sub-elements which make up the City of Sunnyvale's General Plan, and is included with the Recreation, Library and Arts sub-elements within the Cultural Element of the General Plan. Section 65303 of the Government Code states that: "The General Plan may include ...(j) an historical preservation element for the identification, establishment, and protection of sites and structures of architectural, historical,

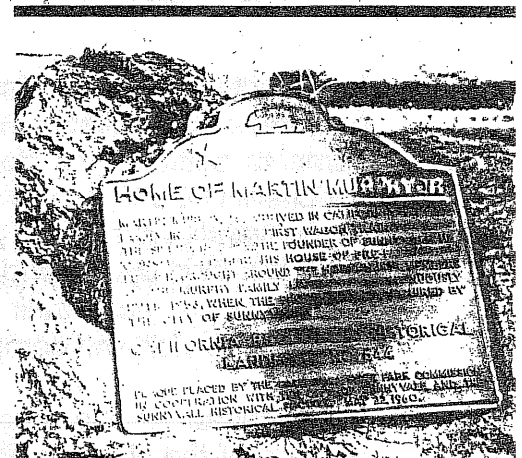
William Wright Ranch, 1876



archeological, or cultural significance, including significant trees, hedgerows, and other plant material. The historical preservation element shall include a program which develops actions to be taken in accomplishing the policies set forth in this element." The Heritage Preservation Sub-Element incorporates the historic preservation concept within the broader concept of "heritage," as discussed above.

As a part of the City's General Plan, no sub-element is a stand-alone document, but must be closely inter-related with all other elements and sub-elements to form a coherent whole. Care has therefore been taken in preparing this document that its goals, policies and action statements are compatible with, and supportive of, the rest of the General Plan.

The first Heritage Preservation Sub-Element was written and approved in 1980, at a time when the City had just begun its heritage resources program. It was a short, simple document which proposed several major tasks, including the adoption of a heritage preservation ordinance as part of the Municipal Code and the creation of a Heritage Preservation Commission to oversee and carry out the provisions of the ordinance. Although short and simple, the first Heritage Preservation Sub-Element was very effective. Most of its recommendations stimulated actions which resulted in accomplishment. (See Appendix A, Status of Heritage Preservation Sub-Element Goals, Policies and Action Statements.) However, the fifteen years that have passed since this document was adopted have seen not only accomplishment, but change. A new set of problems and opportunities now awaits those who are committed to preserving Sunnyvale's heritage.



PURPOSE

The purpose of this revision of the Heritage Preservation Sub-Element is to acknowledge the value that the City places on preserving Sunnyvale's cultural and architectural heritage and to identify the actions needed to preserve this heritage. The intent of this Sub-Element is to promote the public health, safety and welfare through the identification, recognition, protection, enhancement, perpetuation and use of structures, sites, and areas of the City which reflect the City's heritage resources.

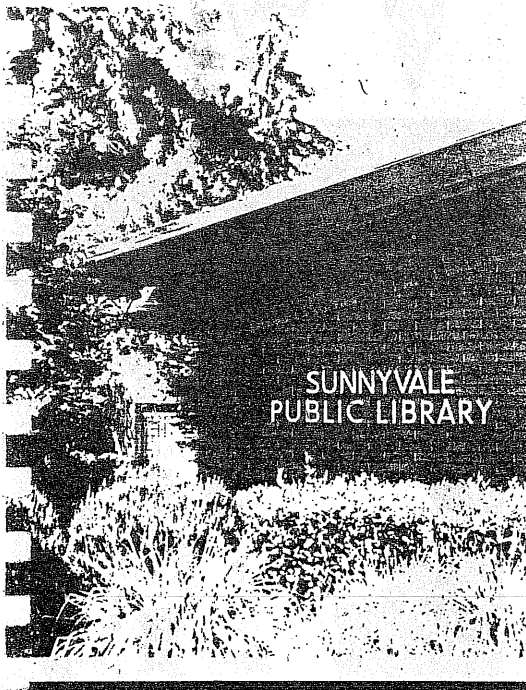


Fremont High School

RELATIONSHIP OF THE HERITAGE PRESERVATION SUB-ELEMENT TO OTHER GENERAL PLAN ELEMENTS AND SUB-ELEMENTS

Appendix B provides a listing of Policies and Action Statements in other Elements and Sub-Elements of the General Plan that have a direct bearing on, or significant relationship to, the City's heritage resources program. The strongest ties are, not surprisingly, with the Land Use and Community Design Sub-Elements, but there are ties to the Transportation Element and the Open Space, Library, Community Participation, Legislative Management and the Socio-Economic Sub-Elements as well. For example, the Library Sub-Element contains the following action statement:

6.2C.3d. Provide a California and local history collection that meets the needs of historical research and is archival in scope for Sunnyvale and the Santa Clara Valley.



The fact that this resource has been established and continues to be developed has been very helpful in conducting the historical research needed for identifying and managing heritage resources. The goals, policies and action statements of the revised Heritage Preservation Sub-Element must also take into consideration the needs and limits of other City government agencies and of the citizens of Sunnyvale. To demonstrate the mutual interdependence of City sponsored activities, an action statement included in the revised Heritage Preservation Sub-Element could appropriately stress the need to make all discovered historical and archival materials available to the library.

Other relationships identified in Appendix B, where such relationships would require action on the part of the Heritage Preservation Commission and/or heritage staff, are included in policies and action statement portion of the revised Sub-Element.

COMMUNITY CONDITIONS

The context within which the City will operate its heritage resource program is very important in determining what that program should be. The context includes Sunnyvale's historical development, the existing community conditions and future trends. This information helps us to understand the problems that may be encountered and the resources that are available. It therefore provides the framework for setting the goals, policies and action statements that will direct the City's heritage preservation program.

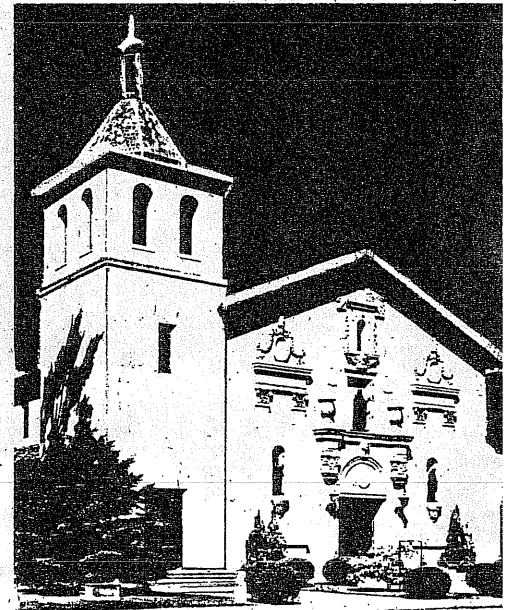
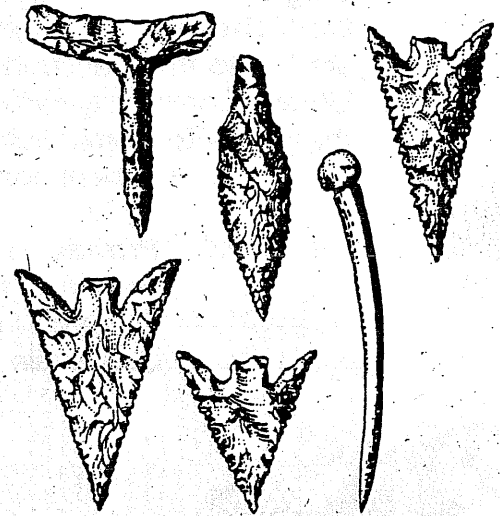
Pastoria de las Borregas Map

History of Sunnyvale

While Sunnyvale is commonly referred to as the "Heart of Silicon Valley", it is more than the development of the semiconductor industry that makes Sunnyvale significant among California communities. A rich land use heritage and a history of continual innovation marks Sunnyvale's evolution. The City has transformed from a center of agriculture and heavy industry to a community with a wide range of high-tech industries conducting research, development and manufacturing.

Looking at the existing landscape of suburban tract houses and major industrial complexes, it is difficult to imagine that prior to Spanish settlement, the land around Sunnyvale was inhabited by the Ohlone Indians in an environment of tulle reed marshes, chaparral, and ancient oak trees. The first known Ohlone settlement dates from 250 A.D. As a non-agricultural society, the Ohlones were dependent on their environment for food and other basic necessities. Their lifestyle, based on total harmony with the natural environment, continued until the arrival of the Spanish in 1770.

The first Spanish settlements were in the form of missions, presidios and pueblos, with the largest tracts of land devoted to the missions. In the 19th Century, large land holdings that had formerly belonged to missions were granted to prominent Mexican families. This secularization of the mission lands had a profound effect on the future distribution of land and the resulting physical development of California. The land grant



Mission Santa Clara

Pastoria de las Borregas, which includes most of present-day Sunnyvale, was granted to Francisco and Inez Estrada on January 2, 1842. It had formerly been used as pasture land by the Mission Santa Clara.

After crossing the Sierra Nevada Mountains, in 1845, just in time to avoid the winter conditions that fatally trapped the Donner Party, Martin Murphy, Sr., and his family first settled in the Sacramento area, moving to the Santa Clara Valley in 1850. Murphy purchased one half of the Pastoria de las Borregas, a total of 4800 acres, (7.5 square miles) for approximately \$1 per acre. It was the Murphy property that was destined to become Sunnyvale.



*Martin & Mary Murphy
portrait by: Sarah Linder*

As there were no large sawmills in the area, Murphy sent plans to Bangor, Maine, for a house to be built. The house was shipped around Cape Horn in pieces and reassembled with wooden pegs and rawhide strips. Bayview Ranch, as Murphy called his home, became known throughout California for its warm hospitality. During the prosperous cattle ranching period, the Murphy home played a great part in the social and political activities of the day, to the extent of being the seat of California's first Supreme Court.

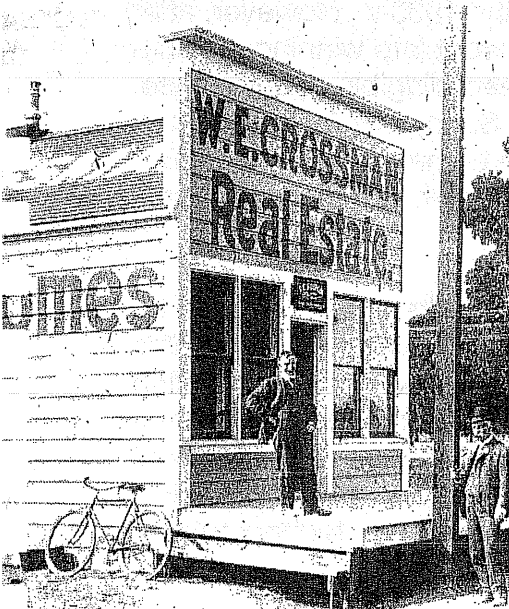
In 1864, the Central Railroad, now Southern Pacific, built a line between San Francisco and San Jose which crossed Murphy's land. The Murphys built Murphy Station near the center, and Lawrence Station near the east border of present-day Sunnyvale. The Murphy Station is now the site of the Cal Trains Station, located on Evelyn Avenue just north of the Murphy Station Heritage Landmark District.

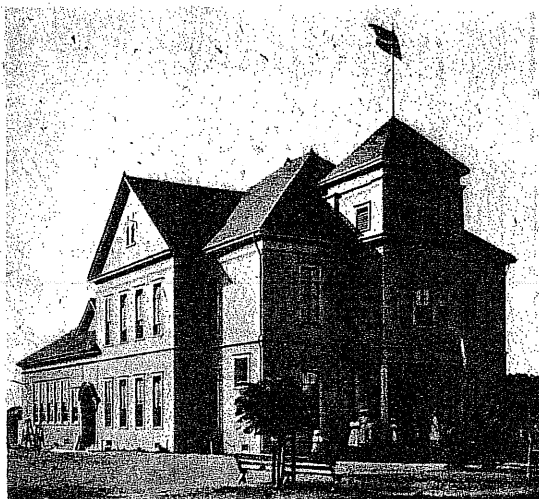
Martin Murphy's large homestead was eventually divided among his heirs, who began selling 5 and 10 acre parcels for small ranches. Settlers were drawn to the area because weather and fertile soil offered superb conditions for agricultural enterprises. Fruit growing was the foremost of these, but viticulture flourished as well. The Collins-Scott winery, built in 1868, was a major producer until 1910 when a blight destroyed the vineyards.

By the latter part of the century, the large farms and ranches of the earlier period were replaced by smaller land holdings. In 1898, W.E. Crossman, a far-seeing realtor, bought 200



Murphy Station



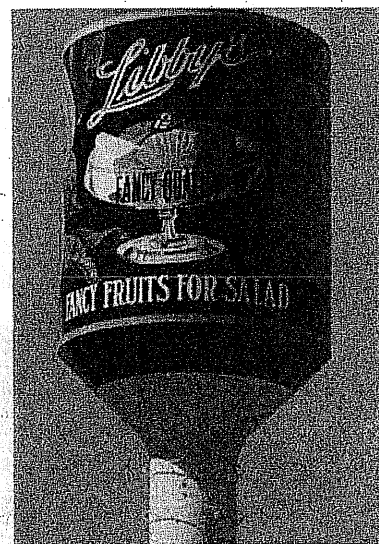


Encina School built in 1897

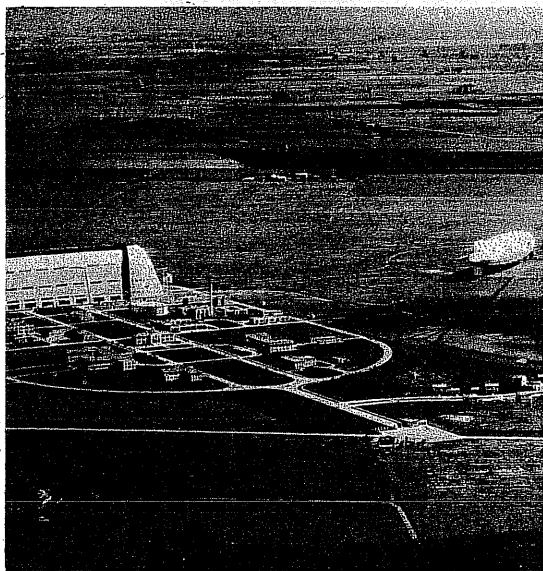
acres of Murphy's land for \$38,000. He surveyed the area into lots and streets, and named his new town "Encinal." A store, post office and school district were established the same year. Settlement was sparse, but Crossman embarked on a determined campaign to draw residents and industries to his "City of Destiny," promoting the Sunnyvale area as a desirable alternative to settling in San Francisco. In 1901, due to the fact that a town in Southern California had already been officially named "Encinal," the town's name was changed from Encinal to Sunnyvale.

After the 1906 earthquake, Crossman offered free land to industries that wished to relocate. Hendy Iron Works, Jubilee Incubator Company, McNeill and Libby Cannery and Madison & Bonner Fruit Company were just a few of the many who responded to Crossman's offer. These industries secured Sunnyvale's future. Sunnyvale became an incorporated city in 1912.

The railroad and industrial buildings running east-west, and the business district along Murphy Avenue, running north-south, provided the base from which Sunnyvale grew. Single family homes, generally built on 25' by 100' lots, bridged the industrial and business areas. Cottages for factory workers were clustered around the plants, while finer homes lined Sunnyvale and Mathilda Avenues toward the Murphy Ranch.



Libby tower

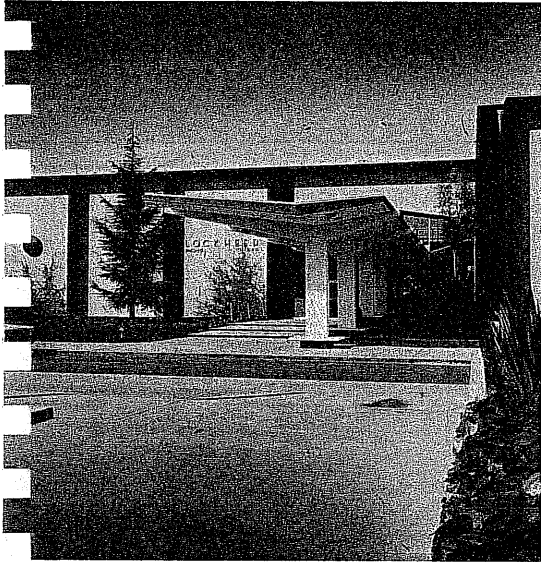


Naval Air Station Sunnyvale, 1934

Despite the developing industrial base, agriculture remained the primary economic activity until the 1930's. However, after World War I, fierce regional efforts went into winning a Santa Clara County site for the Nation's new dirigible airship base. As a result, the National Air Station Sunnyvale (later renamed Moffett Field Naval Air Station) was commissioned in 1933. Since then, the presence of the military has had a significant influence on Sunnyvale's economy.

During World War II, the Hendy Iron Works expanded from 60 to 7,500 employees. After the war, the Westinghouse Electric Company purchased the Hendy Iron Works for its expanding Marine Division. World War II had increased California's economic importance, creating a fertile economic environment for new post war industries like aerospace and electronics. A growing defense industry brought the technologically

Lockheed in Sunnyvale



advanced Lockheed Missiles and Space Division to Sunnyvale in 1956. During the same period, several military bases and related industries located in Sunnyvale.

This activity created a demand for rapid residential development to house the growing work force. Annexation wars were prevalent. Old orchards were razed and the older housing stock demolished, to be replaced by suburban style housing. In 1954 there were 29 residential housing developments with 4,000 dwelling units under construction in Sunnyvale.

The basic development pattern as seen now in the southern portion of the city was established during this period of growth, with the planned neighborhood concept dominating residential development. This concept involved creating neighborhoods large enough to support an elementary school and provided a school, neighborhood shopping facilities and a park within walking distance for each planned neighborhood.



As vacant land diminished, higher density multi-family housing dominated development in the 1960s. By the 1970s, residential growth became primarily an infill process.

Intel introduced the microprocessor in 1971, and in 1977 Sunnyvale native Steve Wozniak formed Apple Computer and introduced the personal computer. The first computer game, "Pong," was invented in Sunnyvale. The editor of Electronic News wrote a series of articles on the semiconductor industry and coined the nickname "Silicon Valley." Sunnyvale has since been recognized as the industry's "heart" because it was home to more high-tech companies than any other City in the world.



Much of the City's industrial land was developed in the 1970s, in response to the needs of the semiconductor industry. The Moffett Industrial Park was developed. The City of Sunnyvale, the Southern Pacific Railroad and the City of Santa Clara participated in a joint venture to develop the 370 acre Oakmead Industrial Park.